

4. Image of MPC Services

Although many respondents in each category (individuals, companies, and institutions) rated MPC services as "very good" or "good," selection rates were also high for the "medium" grade, which quite possibly indicates much latent customer dissatisfaction, and lower grades taken together. More specifically, selection rates for the lower grades were highest in the case of price, followed in order by speed, ease of sending and receiving mail, and service quality. Attention must be paid to the level of discontent in each respect.

The questionnaire also obtained many free (write-in) responses. Many were, in effect, calls for improvement in the form of expressions of a need for marketing (because the respondent did not have a good idea of the assortment of MPC services), doubts about the sureness and promptness of delivery, discontent with customer treatment at post offices, a need for a review of postal rates, and a need for improvement of post office facilities. Some also entered expectations for more convenient provision of products and services. These opinions indicate the factors shaping the MPC image.

4.1. Individuals (General Public and Consumers)

Image of MPC Postal Services

		Very good	Good	Medium	Bad	Very bad	No Answer	Total	
Number	Quality	177	513	157	21	2	130	1,000	
	Speed	150	411	255	49	6	129	1,000	
	Price	66	383	309	61	3	178	1,000	
	Easiness to send mails	140	482	163	35	5	175	1,000	
	Easiness to receive mails	144	456	184	43	6	167	1,000	
Percentage	Quality	N=1,000	17.7	51.3	15.7	2.1	0.2	13.0	100.0
	Speed	N=1,000	15.0	41.1	25.5	4.9	0.6	12.9	100.0
	Price	N=1,000	6.6	38.3	30.9	6.1	0.3	17.8	100.0
	Easiness to send mails	N=1,000	14.0	48.2	16.3	3.5	0.5	17.5	100.0
	Easiness to receive mails	N=1,000	14.4	45.6	18.4	4.3	0.6	16.7	100.0

Comments on MPC Image (Examples of Free Responses)

- Need for improvement of reliability
- Need for improvement of speed
- Need for organizational reform
- PO boxes are too few in number or inconvenient
- Need for sure delivery of periodicals and expansion of the assortment of the same
- Need for timely delivery
- Need for improvement and announcement of the delivery schedule
- The work load of MPC employees is too low
- Need for expansion of services at branch post offices
- Need for accurate observance of business hours and expansion of the same at post offices
- Need for improvement of the postal rate
- Need for selection of people with the aptitude for services
- Need for better training (in dealing with customers, knowledge of services, etc.)
- Some staff show improvement
- Need for new equipment and technology
- Need for improvement of the labor environment (working conditions)
- Need for improvement of cleanliness in post offices
- Inefficient in range of services
- Expectations for simple remittance and mail-order service
- Expectations for expansion of retail service
- Expectations for improvement of telecommunications service
- Expectations for one-stop (administrative) services
- Expectations for door-to-door delivery services
- Expectations for expansion of parcel post services to foreign countries

4.2. Companies (Private and Public)

Image of MPC Postal Services

			Very good	Good	Medium	Bad	Very bad	No Answer	Total
Number	Quality		21	55	10	6	0	8	100
	Speed		16	42	29	5	2	6	100
	Price		4	47	40	1	0	8	100
	Easiness to send mails		15	56	20	3	0	6	100
	Easiness to receive mails		19	54	18	4	0	5	100
Percentage	Quality	N=100	21.0	55.0	10.0	6.0	0.0	8.0	100.0
	Speed	N=100	16.0	42.0	29.0	5.0	2.0	6.0	100.0
	Price	N=100	4.0	47.0	40.0	1.0	0.0	8.0	100.0
	Easiness to send mails	N=100	15.0	56.0	20.0	3.0	0.0	6.0	100.0
	Easiness to receive mails	N=100	19.0	54.0	18.0	4.0	0.0	5.0	100.0

Comments on MPC Image (Examples of Free Responses)

- Need for improvement of reliability
- Need for improvement of speed
- Need for improvement of the attitude and skills of post office employees
- Need for expansion of EMS services
- Need for expansion of PO box services
- Expectations for the incorporation of new services

4.3. Institutions (Government Agencies and International Organizations)

Image of MPC Postal Services

		Very good	Good	Medium	Bad	Very bad	No Answer	Total	
Number	Quality	15	66	11	0	0	8	100	
	Speed	8	61	19	3	1	8	100	
	Price	5	40	29	6	0	20	100	
	Easiness to send mails	13	58	16	1	0	12	100	
	Easiness to receive mails	14	60	13	2	0	11	100	
Percentage	Quality	N=100	15.0	66.0	11.0	0.0	0.0	8.0	100.0
	Speed	N=100	8.0	61.0	19.0	3.0	1.0	8.0	100.0
	Price	N=100	5.0	40.0	29.0	6.0	0.0	20.0	100.0
	Easiness to send mails	N=100	13.0	58.0	16.0	1.0	0.0	12.0	100.0
	Easiness to receive mails	N=100	14.0	60.0	13.0	2.0	0.0	11.0	100.0

Comments on MPC Image (Examples of Free Responses)

- Slow delivery
- Need for incorporation of a postal code number system
- Need for improvement of services
- Need for improvement of the quality of mail-related products
- Need for improvement of remittance service
- Need for improvement of employee skills
- Postal rates are too high, rate schedules are hard to understand
- Expectations for expansion of mail-order service
- Expectations for retail sales service

5. Use and Image of the Services of Other Companies

About 50% of the companies and institutions surveyed were making use of the mail services of other companies. The top supplier of such companies was DHL, followed in order by Federal Express and TNT. As for image, respondents generally regarded the rates as high but gave high marks to reliability and speed. As commented by the free responses among individuals, other companies also appear to have an edge in the aspect of reputation and marketing.

A few of the respondents were making use of the EMS from MPC, as needed basis.

5.1. Individuals (General Public and Consumers)

About 64 % of the respondents in the individual category were not customers of other mail service suppliers; only about 10 % were. Among the latter, the main reasons indicated in free responses were reliability/speed and marketing/name value. As for the image of other companies, selection rates for the grade of "medium" or lower were about 10 %, and therefore lower than those for the MPC noted before. The dominant images of their services is that they are very expensive.

Use of Other Companies' Mail Services

	Number	Percentage N=1,000
DHL	54	5.4
Federal Express	25	2.5
TNT	10	1.0
No use of such services	639	63.9
Others	16	1.6
No Answer	277	27.7
Total	1,021	?

Image of Such Companies

		Very good	Good	Medium	Bad	Very bad	No Answer	Total
Number	Quality	33	34	4	0	0	13	84
	Speed	27	35	8	1	0	13	84
	Price	6	25	30	6	1	16	84
	Easiness to send mails	15	42	10	1	0	16	84
	Easiness to receive mails	16	41	9	1	1	16	84
Percentage	Quality	N=84 39.3	40.5	4.8	0.0	0.0	15.5	100.0
	Speed	N=84 32.1	41.7	9.5	1.2	0.0	15.5	100.0
	Price	N=84 7.1	29.8	35.7	7.1	1.2	19.0	100.0
	Easiness to send mails	N=84 17.9	50.0	11.9	1.2	0.0	19.0	100.0
	Easiness to receive mails	N=84 19.0	48.8	10.7	1.2	1.2	19.0	100.0

5.2. Companies (Private and Public)

About 42 % of the companies surveyed were not making use of the mail services of other companies; at slightly over 50 %, those who were constituted the majority. The top firm was DHL, whose services were used by 40 % of the respondents. According to the free responses, the chief reason for the use of non-MPC services was reliability/speed. As for the image of other companies, selection rates for the grade of "medium" or lower were about 10 %, and therefore much lower than those for the MPC noted before. However, one of the dominant images of their services was a high price.

Use of Other Companies' Mail Services

	Number	Percentage N=100
DHL	40	40.0
Federal Express	7	7.0
TNT	8	8.0
No use of such services	42	42.0
Others	4	4.0
No Answer	14	14.0
Total	115	?

Image of Such Companies

		Very good	Good	Medium	Bad	Very bad	No Answer	Total	
Number	Quality	18	22	1	1	0	2	44	
	Speed	14	22	3	1	1	3	44	
	Price	2	15	20	3	0	4	44	
	Easiness to send mails	11	24	4	0	1	4	44	
	Easiness to receive mails	12	26	3	0	0	3	44	
Percentage	Quality	N=44	40.9	50.0	2.3	2.3	0.0	4.5	100.0
	Speed	N=44	31.8	50.0	6.8	2.3	2.3	6.8	100.0
	Price	N=44	4.5	34.1	45.5	6.8	0.0	9.1	100.0
	Easiness to send mails	N=44	25.0	54.5	9.1	0.0	2.3	9.1	100.0
	Easiness to receive mails	N=44	27.3	59.1	6.8	0.0	0.0	6.8	100.0

5.3. Institutions (Government Agencies and International Organizations)

About 47 % of the institutions surveyed were not making use of the postal services of other companies; just over 40 % were (this is slightly lower than the percentage for the companies' respondents). The most popular other supplier was DHL, whose services were used by 23 %. According to the free responses, the chief reason for the use of non-MPC services was reliability/speed. As for the image of other companies, selection rates for the grade of "medium" or lower were in the range of 10 - 20 %, and therefore lower than those for the MPC noted before. However, one of the dominant images of their services was a high price.

Use of Other Companies' Mail Services

	Number	Percentage N=100
DHL	23	23.0
Federal Express	9	9.0
TNT	9	9.0
No use of such services	47	47.0
Others	2	2.0
No Answer	26	26.0
Total	116	?

Image of Such Companies

			Very good	Good	Medium	Bad	Very bad	No Answer	Total
Number	Quality		6	19	0	0	0	2	27
	Speed		6	14	5	0	0	2	27
	Price		0	7	11	3	0	6	27
	Easiness to send mails		3	17	0	2	0	5	27
	Easiness to receive mails		6	16	1	1	0	3	27
Percentage	Quality	N=27	22.2	70.4	0.0	0.0	0.0	7.4	100.0
	Speed	N=27	22.2	51.9	18.5	0.0	0.0	7.4	100.0
	Price	N=27	0.0	25.9	40.7	11.1	0.0	22.2	100.0
	Easiness to send mails	N=27	11.1	63.0	0.0	7.4	0.0	18.5	100.0
	Easiness to receive mails	N=27	22.2	59.3	3.7	3.7	0.0	11.1	100.0